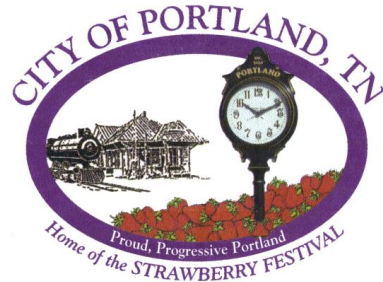


100 S. Russell Street  
Portland, TN 37148



Phone 615.325.6776  
Fax 615.745.5104

**PARKS & RECREATION SYSTEM MASTER PLAN**  
**REQUEST FOR PROPOSALS**  
**ISSUE DATE: NOVEMBER 13, 2021**

**ANNOUNCEMENT**

**REQUEST FOR PROPOSALS**

The City of Portland is accepting proposals for the **Development of a Parks and Recreation System Master Plan**. Proposals will be accepted until November 30, 2021, at 10:00 a.m. Specifications can be view on Portland's website, [www.cityofportlandtn.gov](http://www.cityofportlandtn.gov) or can be requested by emailing [rslusser@cityofportlandtn.gov](mailto:rslusser@cityofportlandtn.gov).

Any questions regarding this Request for Proposal can be directed to Rachel Slusser, Finance Director at (615)325-6776 or email to: [rslusser@cityofportlandtn.gov](mailto:rslusser@cityofportlandtn.gov).

All interested and qualified consultants or firms are invited to submit a proposal in accordance with the terms and conditions stated in this Request for Proposal.

Submittals may be mailed to:  
City of Portland  
Attn: Rachel Slusser, Finance Director  
100 South Russell Street  
Portland, TN 37148

Or emailed to:  
[rslusser@cityofportlandtn.gov](mailto:rslusser@cityofportlandtn.gov)

**PURPOSE**

The City of Portland understands the need to create a plan that will guide Portland's investment in parks, programs, and facilities. This plan will serve as a roadmap to ensure that the park system remains a vital community resource now and into the future.

The City of Portland is seeking proposals from qualified consultant firms to provide professional services to develop a Parks & Recreation System Master Plan. The Master Plan will provide an inclusive framework for:

- Orderly and consistent planning of the City's parks, trails, public open spaces, facilities, and recreational programming
- Acquisitions

- Development/Redevelopment
- Administration of resources and programs

The planning process undertaken shall develop a comprehensive vision for the City of Portland parks system as a whole; individual parks; public open spaces; trails; recreation facilities, amenities, and programs. It will consider plans for infrastructure (space and facility needs), services and programs that serve both a recreation and active purpose.

## SCOPE OF PROJECT

The Parks and Recreation Plan must include the following elements:

- Conduct community-based needs assessment surveys of the residents within the boundaries of the entity. The consultant will develop a questionnaire with specific input from the entity staff. The consultant will be responsible for all aspects of acquiring the information and compiling the results of the survey. Both written and online surveys will be a part of this process, including social media input.
- Evaluate existing U.S. Census information to access the demographic characteristics of the entity service area. The analysis categories shall include:
  - Population Trends and Projections
  - Age and Education
  - Employment and Income and
  - Housing Characteristics.

The consultant will assess how the various demographic characteristics affect the recreational habits of the residents and determine how existing park areas, programming and services could be modified to meet the needs of the community residents. Additionally, compare the entity with three other entities of equal size.

- Evaluate existing facilities, equipment, property, programming, and department (if applicable) operation in correlation with the present and projected needs of the community within the next ten (10) years. The consultant will evaluate each property/facility and document findings that will be used to determine if adequate resources exist at each park and community wide. The evaluation will include at a minimum:
  - Strengths and weaknesses
  - Natural features
  - Pedestrian and vehicular access and parking
  - Park land utilization for active and passive areas
  - Compatible usage and alternatives
  - ADA compatibility
  - Safety and security issues
  - Regional trail and open space connections; pedestrians and bicycles
  - Potential for expansion
  - Potential for consolidation of facilities; maintenance and sports complexes

- A benchmark comparison of existing parks, facilities and programs will be conducted assessing the entity's ability to provide recreational opportunities to the existing and future residents of the community in comparison to the appropriate national standards.
- Evaluate existing parkland dedication ordinances and fees for appropriateness and provide recommendations for changes.
- Examine the entity's 5-year park and/or entity budget plans specifically in areas involving future capital projects of equipment, facilities, property acquisition, and staff, programming, and general operation expenses.
- Evaluate the need for future park land acquisition based on community demographics and surveys, current and proposed housing development trends, and provide a map that designates specific areas of the community to be considered if park land is to be acquired or greenway corridors utilized.
- Evaluate existing stream corridors for blueway connections or improvements.
- Conduct a minimum of 2 community meetings to obtain input from public for development of the comprehensive plan and a minimum of one meeting with the entity staff to review recommendations based on the results of the master plan study.
- Conduct interviews or meetings with entity staff such as Mayor/Aldermen, Parks Director and Parks Staff, and/or Advisory Board for the development of the master plan.
- Develop a conceptual master plan for renovation/development of existing facilities and identify new programs and services to meet the needs of the community residents. Plans will focus on determining the optimum use for existing facilities and will provide a community-wide focus as well as needed neighborhood level improvements.
- Develop a 10-year plan for the Parks and Recreation system that corresponds with the master plan recommendations. The plan should include future parks and recreation projects of equipment, facilities, and property acquisition.
- Recommendations shall be based upon community profile needs, assessment survey, existing facility evaluation, input from entity staff and suggestions from planning team members based on experience.
- Develop a strategic implementation plan to lay the groundwork to execute plan recommendations and meet the priority needs of the community. It will include concrete guidelines, steps, and resources. Provide cost estimates and timelines that will be used to help decision makers allocate funding, pursue grant applications, and effectively manage projects.
- Draft and Final Map of Parks and Facilities 24"x36"
- Map products in digital/GIS format to be included on Thumb Drive

## PLAN WRITING

The Parks and Recreation Plan will include the following sections:

1. Existing Plans
2. Demographics and Trends

3. Community Engagement
4. Benchmark Analysis
5. Programming and Community Events
6. Facility Evaluations
7. Regional, State, and National Parks
8. Parks and Recreation Priorities
9. Strategic Implementation Plan

#### SUBMISSION DOCUMENTS

Include the following in the proposal submission:

1. Consultant's contact information.
2. List of qualifications.
3. List of at least three references. May include website address if plan is available for viewing.
4. Estimated time of completion for each phase and for final product.
5. Proposed cost.

#### REMITTANCE DUE DATE AND ADDRESS

Proposals are due by 10:00am on November 30, 2021, to one of the following:

Mail: City of Portland  
Attention: Rachel Slusser, Finance Director  
100 S. Russell St  
Portland, TN 37148

Email: [rslusser@cityofportlandtn.gov](mailto:rslusser@cityofportlandtn.gov)  
If emailed, a reply email will be sent to confirm submission.

Question may be directed to Rachel Slusser, Finance Director at 615.325.6776 ext. 231 or [rslusser@cityofportlandtn.gov](mailto:rslusser@cityofportlandtn.gov).

#### RESERVATION OF RIGHT

Issuance of this RFP and receipt of proposals does not commit the City of Portland to award a contract. The City of Portland reserve the right to reject any or all proposals, to waive technicalities or informalities, and to accept any proposal deemed to be in the best interest of the City of Portland.